

# MEASUREMENT OF ARCHITECTURAL ATMOSPHERES

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Our research makes a link between the relationship of emotional and sensitive features that a street or a certain building can communicate and influencing the mood of the observer, in a positive or negative way, through an unconscious reading of the shapes and colours existing in that place.


This research was supported by a set of workshops and surveys, conducted in several countries with people from different generations, about the emotional meaning of colours and shapes.




Fundação  
para a Ciência  
e a Tecnologia

# Measurement of architectural atmospheres

We have designed a kind of **social network**, more people will be attracted to **specific streets**, promoting them and boosting the **commerce or the real estate investment**. It's Like a game but it is, also, a **working tool for urban design and real estate business**.



16:55 4G

  
**LIKEPLACE**

Please login:

E-mail

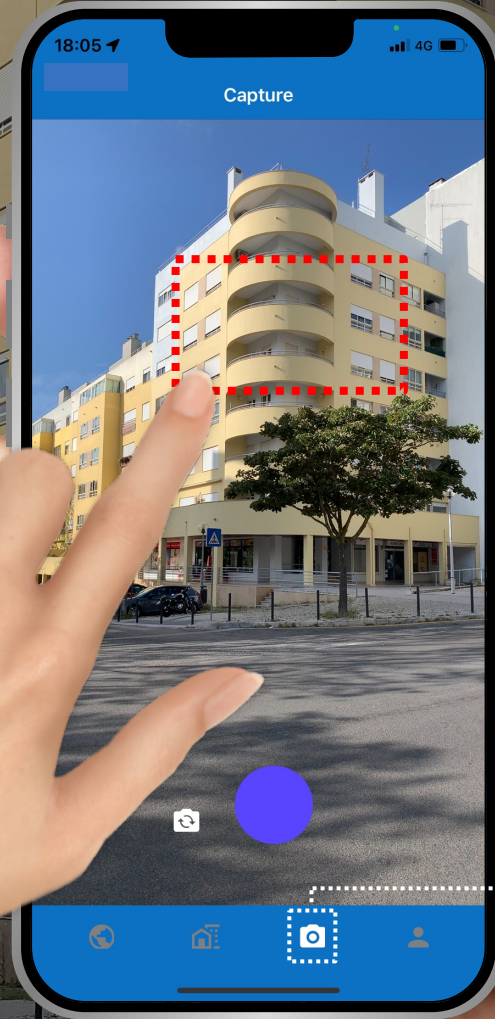
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Data CAPTURE

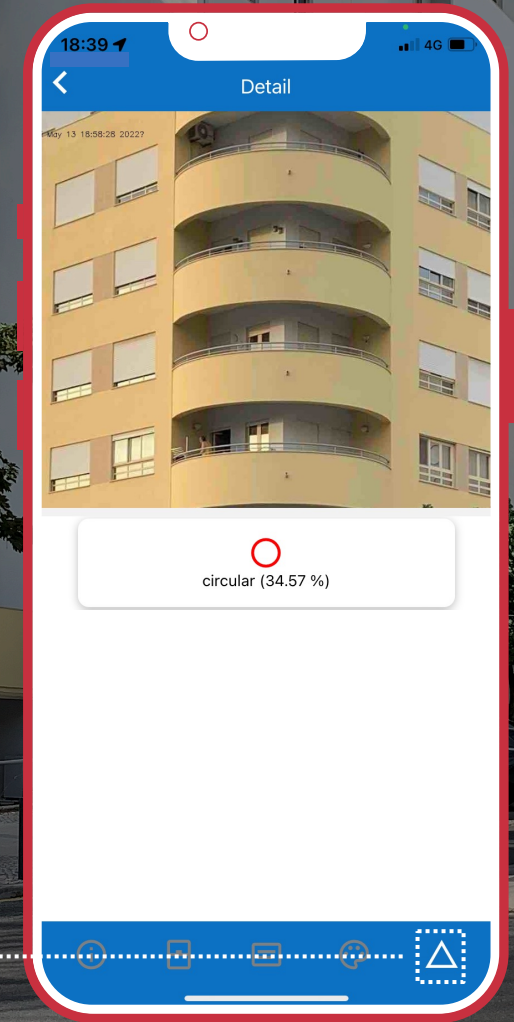
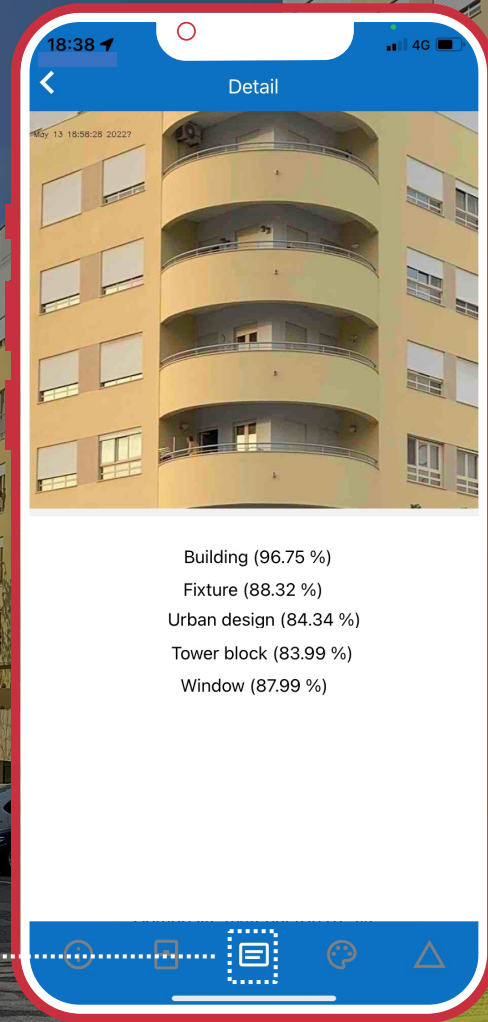


**CAPTURE**

Data capture and subset selection for analysis

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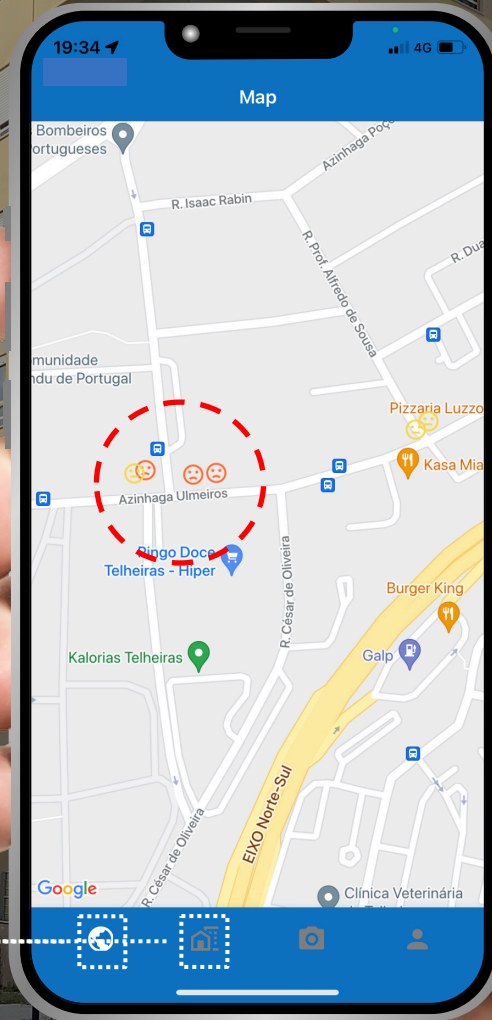
## Data ANALYSIS



ines  
URV  
AIGHT

# Measurement of architectural atmospheres

Data STORAGE



**Georeferenced data**  
All captured data can be related to a system of geographic coordinates to get the mood of a zone

Cloud storage